

NEW YORK, SUNDAY, OCTOBER 5, 1902. Copyright, 1902, by The Sun Printing and Publishing Association.



Shirt Waists.

Spinners, dyers, designers have done their best with weaves meant for Waists of Autumn. Glance along the line—many woven effects, many color mixes, many soft shimmers brought out by Mercerizing. Can't tell of all the styles—too varied. But this brief list may catch your eye and make you wish to see and learn more.

All-wool French Waists, dainty Mercerized stripes, nine fine color combinations, 27 in. wide 39¢
All-wool Crepe Cloth, enhanced by black Mercerized stripes on gray, red, coral, cardinal, pink, cherry and white grounds, 27 in. wide 40¢
All-wool Imported Waists, two charming kinds, including nearly twenty fine designs, made to retail at 75¢, our price 56¢
Imported Crinkle Cloth, delicate white stripes on pale blue, pearl gray, tan, red, cardinal, pink, navy, royal black, white and coral grounds 66¢
Tarnish Cloth, highly-finished Mercerized stripes, twelve color combinations, 27 in. wide 74¢
All-wool Saxony Flannel, finest quality, twelve patterns, including fancy stripes, advertised by others at \$1.00, our price 74¢

Liberal price-concessions on many elegant imported things hurried over for the new store, which we expected would be ready by this time.

Trimmed Hats \$4.74

Compare our Trimmed Hats at \$4.74 with the ones sold by others at \$5.00. The price-difference—25¢—is not too small to be unimportant. But we DO wish you to consider the quality-and-style difference. The superiority of our products comes out strong and full at both points.

Richly Trimmed Hats.

Our words to-day are for the tasteful and frugal. We have created—and we have been pilfering—nothing copying the finest effects evolved by the artistic and fertile brains of Paris. The novelties that have been launched with success are here at half what others charge for the originals.

At 59¢ Twenty pieces Silk-faced Black Velvet—soft-finished—deep, thick pile—suitable for millinery and dress uses—19 inches wide. Sold by others at \$1.00.

\$1.49 Ten pieces Silk-faced Black Velvet—soft-finished—deep, thick pile—suitable for millinery and dress uses—19 inches wide. Sold by others at \$2.50.

White Goods. White Fleece-lined Pique, something new, many pretty designs, ideal for waists, kimono and house gowns, light and heavy qualities—20¢ to 87¢ a yard.
Heavy Mercerized Madras and Chevrot, firm basket weave, 34¢, 44¢, 54¢, and 59¢.
India Linon, 32 in. wide, for women's underwear, children's dresses and aprons, 10¢, 12¢ and 17¢.

Flannelettes, 12c. It was a bright manufacturer who applied the genius of a high-priced designer to enrich these flannelette Flannelettes. Creamy grounds, colored grounds—ribbony stripes, dainty stars, circles, checks; quaint lattice effects and artistic Persian band borders for trimming—anything, everything but the passe beflowered and over-ornate stripes that until now have kept you, of refined tastes, from using a weave which is excellent and desirable in so many ways. At arm's length you'd think the price would be 25¢; it is 12¢.

Blankets. Eastern Wool Blankets, extra heavy, pink, blue and red borders, manufacturer's slight imperfections, practically imperceptible.
10-quarter size, \$1.60
11-quarter size, \$1.98
Berkshire Wool Blankets, very soft satin finish, bound with silk ribbon.
10-quarter size, \$2.04
11-quarter size, \$2.61
12-quarter size, \$3.69
California Blankets, strictly all-wool warp and filling, light blue and pink borders.
11-quarter size, \$3.74
12-quarter size, \$4.09
Luxurious 11-quarter Lamb's Wool California Blankets, with a tiny sprinkling of fine spool cotton in the warp to prevent shrinking, bound all around with silk, \$4.94.

High-Grade California Blankets.
11-quarters, \$6.02 and \$7.67
12-quarters, \$7.49 and \$8.44
Slumber Robes, six artistic designs on green, light gray, black, fawn and white grounds, 58x72 in., 94¢.

Bed Spreads. Crochet Bed Spreads, full size, extra heavy, three centre piece designs, hemmed ready for use, 89¢.
Honeycomb Bed Spreads, single size, five-inch hand-made fringe all around, 98¢.
Honeycomb Bed Spreads, full size, fringed, several heavy raised patterns to choose from, \$1.24.

Sheets and Pillow Cases. Sheets and Pillow Cases, made of strong, superior, full-bleached muslin, hem two inches wide, torn from the piece and ironed.
Sheets, 54x90 in., 33¢
Sheets, 64x90 in., 37¢
Sheets, 72x90 in., 42¢
Sheets, 81x90 in., 49¢
Sheets, 90x90 in., 52¢
Sheets, 90x99 in., 54¢
Cases, 42x36 in., 11¢
Cases, 45x36 in., 10¢
Cases, 50x36 in., 12¢
Cases, 54x36 in., 13¢

Axminster Rugs. Seamless Axminster Rugs, two fine designs in the soft color blending that people of quiet, refined tastes like so well; 9x12 feet; ordinarily we would sell them at \$32.98; the price is \$26.98.
Another line of Axminster Rugs, beautiful Oriental patterns and colorings—rich styles; rich qualities. The money you've set aside for Rugs couldn't command better values than these.
Size 8 1/2 x 10 1/2 ft. \$17.48
Size 9 x 12 ft. \$19.98
Chester Axminster Rugs, effective Indian design; dark red, Yale blue and green, accented with bits of black, are the controlling colors—thick, deep pile; strongly woven back. Just the Rug for hotel, library or den; size 6x9 feet, \$7.74.

Royal Wilton Rugs. The designs and colorings are bright—charming copies of Oriental high-priced, hand-woven styles. Their beauty stands out sharp and distinct. Two sizes; two very attractive prices:—
Size 8 1/2 x 10 1/2 ft. \$23.98
Size 9 x 12 ft. \$27.98
Occidental Rugs. Heavy Reversible Worsteds Rugs, Oriental designs, size 30x60 inches, sold by others at \$4.00; our price, \$2.98.

R. H. Macy & Co.'s Attractions Are Their Low Prices.



China, Glassware, Bric-a-Brac, Lamps, Flower Pots—Don't Forget the Flower Pots. It Is So Much Easier for Us to Sell Them Than to Move Them When Our New Store Opens and This One Closes. That's Why It Is So Much Easier for You to Buy Now Than Ever Before. Reductions Are the Rule—Regular Prices the Exception.

The World-Famed C. J. Bonnet & Cie.'s Black Silks at Phenomenally Low Prices.

The "Golden Horse and Jockey." That's the trade-mark woven on the end of every piece of genuine Bonnet Black Silk. It has been a proud and familiar heraldic for generations—distinguishing the Silk produced by the oldest and most renowned mills of Lyons, and worn by the nobility of France and England for a century, and by American women ever since the first yard was imported into this country. Bonnet's fabrics were gold medal winners at the Paris Exposition, and in other practical ways have achieved honor and distinction. The character of no Silk is more universally valued, and for that very reason we have secured big lots of the most desirable weaves to sell at reduced prices. The offerings are unique—really sensational—the sale will be an overwhelming success, because thousands of fair Gothamites are wise and thrifty enough to appreciate such chances.

Two Special Numbers Taffeta Made for Us by Bonnet. They Can't Be Found Anywhere Else.

27 inches wide, would be cheap at \$1.25 a yard; our price 89¢
36 inches wide, would be cheap at \$1.75 a yard; our price \$1.29

Black Taffetas.

Dress Goods. The little prices and short descriptions will create curiosity. You'll come to see the goods. That's the mission of advertising. Casual visitors are naturally converted into active customers. Values do it.
All-wool Satin-finished Venetian Cloth, exquisitely woven fabrics, twenty-one seasonable colors, 46 in. wide; sold by others at \$1.00, our price 79¢
Wm. F. Read's Silk-and-wool Lingerie, down, black, cream, ivory, and thirty-eight bright autumn shades; sold by others at \$1.25, our price 99¢
Black Broadcloth, high satin finish, every thread pure Australian wool, 56 inches wide, the quality that others call "cheap" at \$1.50, our price \$1.19
English Velvet Cord—wide welts—one of the fabrics that rank with the favorites—royal, navy, silver gray, tan, olive, golden and nut brown, seal, black, ivory and cream, sold by others at \$1.00; our price 69¢

Women's Coats. The garment that pleases you—if your presence doesn't conflict with Fashion's law—is here. The stock mirrors all the latest ideas. And we are anxious to have the truth of our prices established in your convictions before the first cold day.
Women's Coats, made of bourette chevrot, 20 inches long, close-fitting back, straight dip front, coat collar made of velvet, every seam finished with several rows of stitching, lined with black satin, \$10.74.
Monte Carlo Coats, made of black bourette chevrot, 32 inches long, double-breasted front draping from the shoulders, double cape finished with coat collar made of velvet, lined with Skinner's guaranteed satin, \$14.74.
Women's Three-quarter Coats, made of black and Oxford cloth, 44 inches long, full box front, back hangs loosely from shoulders, silk velvet collar, coat sleeves, turn-back cuffs, lined throughout with black satin, \$15.61.

We add to this sale five thousand yards of brilliant Black Taffeta Silk—a high-grade quality manufactured in this country—heavy and perfect. Its wear is warranted by the maker, and by us, to meet every reasonable expectation. That guarantee is woven in the selvedge, and means all it implies.
Sold elsewhere at 65¢; Our price, 43¢.

Autumn's Greatest Carpet Sale.

Grand Carpets: lavish display; unequalled prices. No petty practices connected with this movement. We haven't collected and secured meagre price-concessions on sorts that proved unpopular and slow-selling in order to spurge and purge. The goods that give interest to the sale are the best and prettiest from the most notable looms—not culled from—but compassing our entire stock, which was selected with cultivated taste controlled by practical knowledge of values. It's a mussyback, old fogy notion that assumes our qualities are not right because our prices are so much less than elsewhere. The backbone of the business is bent for that purpose. Selling cheaper than others is the maxim and the fact of the Macy store.
Tapestry Brussels, many handsome designs and color combinations, appropriate for parlors, dining rooms, halls and stairs. The quality that others sell at 75¢ a yard; our regular price 63¢, reduced for this sale to 48¢
Ten-wire and Smith's best Tapestry Brussels, beautiful styles for parlors, dining rooms, halls and stairs large variety. The quality that others sell at 85¢; our regular price 69¢, reduced for this sale to 57¢
Wool Velvet Carpets, in such well known makes as Higgins' and Smith's, choice effects for parlors, chambers, dining rooms, halls and stairs. The quality that others sell at \$1.10; our regular price 98¢, reduced for this special sale to 69¢
Worsted Velvet Carpets, extra fine grade, the kind that wears next best to Royal Wilton, rich Persian patterns and exquisite rug patterns with matching borders. The quality that others sell at \$1.50; our regular price \$1.34; reduced for this sale to 98¢
Five-frame Body Brussels, best make, artistic designs and color schemes, with or without borders. The kinds others sell at \$1.35 and \$1.50; our regular price \$1.24 and \$1.34; reduced for this sale to 99¢
Axminster Carpets, the superlative, high grades, scores of graceful splashy floral patterns in clear, strong tints. The ideal floor covering for parlors and reception rooms. Sold by others at \$1.00 to \$1.35; our prices for this sale 89¢ and 98¢

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\$2.50 Corsets \$1.19.

They are "J. B.'s"—a brand that is becoming better known and better liked every day. Made of fine white or drab coutil and black sateen straight front, bias cut, long hips, trimmed with lace, sizes 22 to 30 inches, sold by others at \$2.50; our price, \$1.19.

Women's Hosiery.

Women's Heavy Black Fleece-lined Hose, good quality, double soles, heels and toes, 24¢.
Women's Black Cashmere Hose, full-fashioned, double soles, heels and toes, 29¢.
Women's Imported Black Fleece-lined Hose, double soles, heels and toes, 29¢.
Women's Medium-weight Black Cashmere Hose, made of Australian yarn, double soles, heels and toes, 49¢.

Men's Half Hose.

Men's Imported Black Cotton Half Hose, all black and black with unbleached split feet, double soles, heels and toes, 19¢.
Men's Black and Natural Heavy Wool Half Hose, double soles, heels and toes, 24¢.
Men's Black and Natural Heavy Wool Half Hose, excellent quality, double soles, heels and toes, 44¢.

Good Groceries.

Teas. The nicest facilities are provided, so that you may indulge in the same tests that control our own selections. Have a cup brewed in the store—and drink it before deciding. Keeping and testing until the flavor you like best is found. When your individual preference has been ascertained you may depend upon that particular brand being always the same. Its body and aroma will not vary. We are very careful on that point.
Vienna Coffee, Regular price, 22c. During This Three-Day Sale, 18c.

Upholstery Goods.

Portieres, just received from the mills, newest designs; included are Silk Armures—Repp centres, with handsome applique borders, and Reversible Mercerized Tapestry in solid colors.
\$4.50 quality at \$2.98
\$5.75 quality at \$3.24
\$6.25 quality at \$3.74
\$6.96 quality at \$3.98
\$7.75 quality at \$4.98
\$8.25 quality at \$5.74
\$8.75 quality at \$6.48
\$12.00 quality at \$7.98
Reversible Tapestry Couch Covers, Bagdad effects, sold elsewhere at \$4.00; our price, \$2.24.
Reversible Tapestry Couch Covers, Oriental effects, sold elsewhere at \$5.50; our price, \$2.40.
Reversible Tapestry Couch Covers, heavy knotted fringe, sold elsewhere at \$6.50; our price, \$1.98.
Goldem Tapestry Table Covers: \$5.50 quality at \$4.80—2x2 yds. \$7.25 quality at \$5.98—2x2 1/2 yds.
French Tapestry Table Covers:— \$6.25 quality at \$4.48—2x2 yds. \$8.25 quality at \$5.98—2x2 1/2 yds.
Japanese Silk Embroidered Lumbrequins:— \$6.25 quality at \$4.98. \$8.50 quality at \$5.98. \$9.25 quality at \$6.98. \$10.00 quality at \$7.98.

Silver-plated Ware.

Weight, strength and beauty of design to this Silver-plated Ware—in spite of the fact that prices are away under regular rates.
Rogers' and other standard qualities.
Tea Spoons, set of six, 42¢.
Table Spoons, set of six, 83¢.
Dinner Forks, set of six, 83¢.
Dinner Knives, warranted triple plate, set of six for \$1.10.
Carving Sets, complete, 98¢.
Fish Forks, Fish Knives, Jelly Spoons and Cheese Scoops, 29¢.
Sugar Tongs, 18¢.
Fruit Pocket Knives, 19¢.
Gravy Ladles, 46¢.
Quadruple-plate. Handsomely Mounted Glass Water Pitchers: Goblets, twenty styles; Spoon Holders, twelve styles. 98¢



"Flacettes."

79¢ for Women's \$1.25 Petticoats, made of fine black sateen, umbrella-shaped ruffle, finished with tucks and knife plaiting.
90¢ for Women's \$1.50 Petticoats, made of fine black sateen, relieved by small white polka dots, umbrella-shaped ruffle, knife plaiting.
\$2.98 for Women's \$4.00 Bath Robes, made of warmful wool eiderdown, large sailor collar, bound with satin ribbon, heavy worsted girdle.
94¢ for Women's \$1.25 Waists, made of fine black sateen, tucked front and back, hemstitched turn-over collar and cuffs.
\$1.29 for Women's \$1.75 Waists, made of black-and-white checked sateen, Duchess style, trimmed with six large buttons.
\$1.39 for Women's \$2.00 Waists, made of good quality black alpaca, back and front stitched and tucked.
\$1.98 for Women's \$3.00 Waists, made of imported striped velveteen, charming Duchess style, finished with fancy studs.
\$2.49 for Women's \$3.50 Waists, made of French twilled flannel, trimmed with stitched tucks and taffeta straps, fancy stock collar and buckle.
\$3.99 for Women's \$5.00 Waists, made of black and colored taffeta, front trimmed with fine tucks and crocheted buttons; back with cluster tucks, new Bishop sleeves.
\$4.49 for Women's \$6.00 Waists, made of colored and black taffeta, tucked and hemstitched yoke, front trimmed with four fancy tabs and crocheted buttons, large Bishop sleeves.

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